

# Future of work

## Tydy is eyeing the Southeast Asian market

**T**ydY was born out of the need for three experienced corporate executives to find ways to completely transform employee experience through an innovative, easy to use, scalable product. “We ensure that technology is used to help people unleash their true potential at work. Whether it is by doing away with mundane and administrative tasks through automation or building an intelligent and sophisticated interface so that each person knows what is needed of them at that point. When we meet prospects or clients our goal is not to sell more software, but to help them transform the organisation into the most efficient one through our products,” explains Kiran Menon, CEO of the Bengaluru-based Tydy. The company is working with some of the biggest brands globally, which “gives us the unique advantage of creating a community of practitioners that can learn from each other and ensure that their workforce is given the best experience from onboarding to growth to transitions and to finally becoming a willing and active alumni,” says Menon as he was first deployed as an onboarding partner by Hudson’s Bay Company and Fidelity Investments in the first year.

“Digital transformation has become a necessity in today’s work processes. For employee onboarding, the digitisation process has a high impact on all stakeholders and ensures a seamless integration of the employee, the organisation and vendors. Using the best global cloud infrastructure gives us the opportunity to ensure security, as well as stability for every single customers,” says Nikhil Gurjer, CTO, Tydy.

“We believe that onboarding is an experience and not a checklist. When we think about onboarding, we imagine delivering onboarding akin to the best-in-class airline experience. Imagine your journey from booking your ticket, using the concierge to personalise your plans, checking in, waiting in the lounge, and getting a personalised welcome as you get on board. On your journey everything you’re served is tailored



Menon: digital transformation

to your profile. If you need support in your journey, the team is always available to fulfil your request or answer your questions. Finally when you arrive, you are inspired and ready to experience the best adventure of your life. Wouldn’t you want this to be your experience onboarding at your next job? This is our vision for how employees should experience onboarding at work,” says Gaurabh Mathure, CPO, Tydy.

### Unique perspective

Having started on the entrepreneurial journey in 2012 as a content delivery engine for enterprise sales teams, Tydy pivoted in 2017 to automated and digitised onboarding for organisations, large and small. “What makes Tydy unique is the perspective the company brought to age-old HR processes. Driving the whole onboarding process as a bite-sized and hyper-personalised experience (rather than a portal experience) made Tydy stand apart from other solutions and helped in winning large enterprise customers,” adds Menon.

“We are all way too familiar with clunky enterprise software that has a terrible user experience. The product was christened Tydy in order to be seen as the North Star for clean, good looking and intelligent enterprise software. Tydy takes the creation of simple, beautiful solutions very seriously, so much so that their UI and UX won the Nasscom

Design Awards in 2019,” adds Gurjer.

Tydy delivers HR automation at scale. Customers pay a per user fee for unlimited usage and automation. Processes like statutory form filling (think PF, gratuity, etc) are automated for the new hires. Starting at offer acceptance, Tydy automates all the compliance and data capture processes, orchestrates and manages logistics, while creating a customised and personalised journey for each new hire to better understand their role, the company’s culture and values, their benefits, meet their managers and colleagues, etc, right up until day 1. “After their joining date, Tydy continues to act as a single digital hub for the employee experience and through which HR managers create and promote internal programmes, training modules, quizzes and pulse surveys. The HR dashboard allows managers to glean valuable insights and analytics which help inform employee retention and engagement tactics,” adds Mathure. Tydy’s clients include Unilever, L&T and Airtel amongst others.

“Launching a platform such as Tydy was the first of its kind in Unilever. The degree of personalisation is what is most impressive about Tydy. It knows who I am and produces content relevant to me. As an outcome, after just 6 months in production, we had seen 9,000 plus man-hours saved and a 65 per cent decrease in first year attrition which is very impressive indeed!”, says Sandeep Abraham, people experience & operations director at Unilever.

“We have implemented Tydy as an onboarding platform at all our hydrocarbon business locations. While we initially thought of solving for just the onboarding process, after complete implementation of Tydy’s integrated version, we have been able to streamline not only the onboarding process but also end-to-end recruitment and HR operation processes. This has resulted in saving us time and huge costs to the tune of ₹1.5 crore in the last 14 months,” observes Manish Sharan, senior DGM- HR, L&T Hydrocarbon Engineering.

Tydy’s next step is to grow its business in Southeast Asia. The founders are firm believers in the potential of the Asian markets and will continue to invest in this region.

♦ LANCELOT JOSEPH

lancelot.joseph@businessindiaigroup.com